



Christine Bath

Design. Research. Dev. Cats.

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Currently living it up in Malden, MA

Work ::

Commonwealth of Massachusetts

Senior Designer :: May 2017 - now

- Lead design exercises and user research projects to build a better Mass.gov.
- Conduct field research, moderate user interviews, coordinate usability testing and interview stakeholders to understand constituent and customer needs.
- Define and communicate site functionality with sketches, wireframes and high-fidelity mockups
- Contribute components and interactions to the Mayflower pattern library.
- Cultivate and engage the Mass.gov user panel of 500+ volunteer testers.
- Organize and lead design critiques for designers across projects.
- Scope, schedule and spec design work with project managers.
- Design lead for long form informational and legal content.
- Design and research lead for the Real ID decision tree in partnership with the Registry of Motor Vehicles.
- Research the needs and navigation patterns of Mass.gov's high frequency power users in legal, financial and research fields.
- Coordinate and execute a research sprint to clarify how state and municipal employees use Mass.gov during their work.

Cogo Labs

Design Director :: Aug 2016 - Mar 2017

Lead UI Designer :: Jun 2014 - Aug 2016

Designer / Developer :: Jan 2013 - Jun 2014

- Lead the design team. Managed 4 designers and design contractors / freelance copywriters.
- Scoped, prioritized and slated design requests across the incubator.
- Coordinated design sprints and product brainstorming sessions.
- Wrote and promoted a user testing wiki for designers and product managers on recruiting, interviewing and analyzing results from usability tests.
- Designed, implemented, tracked and reported on A/B tests for different designs, language and experience flows.
- Built a component-based theming system in React and CSS for a site builder product.
- Design lead for the redesign of Cogolabs.com and Uplift Financial.
- Interviewed stakeholders to create wireframes for an data navigation tool and profile builder.

Hello ::

I'm a designer who uses her powers for good. Specifically, I'm a user researcher, experience designer, pattern librarian, friend of the front-end, full-stack adventurer and cat connoisseur.

Toolkit ::

Design

Sketch, Illustrator, Photoshop, Balsamiq, InVision, atomic design / pattern lab, pen and paper

Research

Optimal Workshop, Validately, Crazy Egg, user recruitment, interview guides, remote and in-person interviews, unmoderated test design

Code

HTML, Pug / Jinja, CSS, Sass/Stylus, Javascript, JQuery, Python, Git, Postgres, MySQL

Frameworks

Node.js, React, Express.js, Flask, Drupal

Education ::

Center for Digital Imaging Arts

Web + Graphic Design Certificate

Boston University

B.A. Political Science, Public Policy

B.S. Communication Studies

Extracurriculars ::

Half marathons, paper crafts, ice dying, dystopian fiction, bread baking.






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Work ::

- Design branding, sites, emails + marketing materials for incubating teams.
- Committed HTML/CSS/JS code to various new and redesign projects.

Forrester Research

Data Advisor :: Jul 2011 - Jan 2013

Associate Data Advisor :: Mar 2010 - Jul 2011

- Analyzed consumer insights and trends across 40+ survey datasets and provided on-demand querying and analysis for Technographics clients.
- Senior advisor for healthcare clients: Aetna, BCBSA, UnitedHealthcare, Mayo Clinic, CVS/Caremark, Cleveland Clinic.
- Designed and prototyped a customizable data dashboard product. This became a new product offering for the team.
- Participated in survey design exercises with survey managers and customers.
- Developed an on-boarding program in partnership with a senior advisor that increased new client renewal rate from 56% to 76%.

Boston Municipal Research Bureau

Research Associate :: Jun 2008 - Mar 2010

- Monitored city + state policy decisions for their impact on the City of Boston.
- Co-authored a 90-page report on the municipal funding of pension benefits.
- Attended and observed city council, school board, retirement board and committee hearings.
- Analyzed workforce trends, school quality metrics, city spending and budget proposals.
- Wrote Bureau reports, testimonies + briefing notes.

Projects ::

Riddle Earth

Lead Developer / Co Founder :: Jun 2015 - Jan 2018

- Built riddleearth.com, a 2x a week riddle challenge for 600+ subscribers. I used Flask, Postgres, Jinja and Stylus to build the site.
- Integrated with Mailchimp API and Mandrill for email communications
- Introduced unit testing for smoother deploys and database backup script for automatic 15-minute / hourly / day backups for added peace of mind.
- Project retired in Jan 2018.